# NCI Mobile Apps Style Guide Version 1.0

of Health

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Application iPhone/iPad Icon Example



Application Blackberry Icon Example

Coming Soon

Application Android Icon Example

Coming Soon



iPhone/ iPad (General)



iPhone/ iPad (PFF)



(Researcher)

(HCP)

iPhone/iPad iPhone/iPad

Blackberry

Coming

Soon



Coming Soon

Droid

#### **GUIDELINES**

An application icon is an icon users put on their Home screens and tap to start an application. This is a place where branding and strong visual design should come together into a compact, instantly recognizable, attractive package. Every application needs an application icon.

Note: Additional iPhone information and developer specs can be found on the iOS Dev Center:

http://developer.apple.com/devcenter/ios/index. action

- 01. iPhone/iPad Start Icon App Name:
  - Helvetica Neue
  - # FFFFFF
  - MAX CHARACTER COUNT: 11 characters. (More thank 11 will add ellipses).

FOR IPHONE AND IPOD TOUCH BOTH SIZES ARE REQUIRED:

- 57 X 57 PIXELS
- 114 X 114 PIXELS (HIGH RESOLUTION)

#### FOR IPAD:

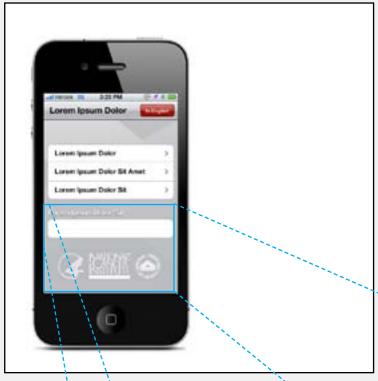
• 72 X 72 PIXELS

WHEN IOS DISPLAYS YOUR APPLICATION ICON ON THE HOME SCREEN OF A DEVICE, IT AU-TOMATICALLY ADDS THE FOLLOWING VISUAL EFFECTS:

- **ROUNDED CORNERS**
- DROP SHADOW
- REFLECTIVE SHINE (UNLESS YOU PREVENT THE SHINE EFFECT)
- 02. Blackberry Start Icon:
  - # LREOM
- 03. Droid Start Icon:
  - # 000000 LREOM

## Examples of NCI Mobile Brand Identity in Context

#### START SCREEN





#### 01. HHS Logo

- White #FFFFF
- 100% Transparency
- 02. NIH Logo
  - White #FFFFF
  - 100% Transparency
- 03. NCI Logo
  - White #FFFFF
  - 100% Transparency

#### LOGO USAGE

In mobile applications the HHS, NIH, and NCI logos should always be displayed in addition to the 1-800 4 Cancer number. For a patient focused app the 1-800 number is appropriate for other HCP or Research focused apps other phone numbers should be used as appropriate. Also, a simple NCI identity is created by typing out the text "National Cancer Institute". These identifiers form a permanent visual identification, increasing brand recognition and asserting ownership of the application.

#### Guidelines

The guidelines provided in this document should be followed as much as possible when creating new mobile content for NCI.

Approved logos and usage guidelines can be found in the "NCI Graphic Standards" Manual. These guidelines should be followed to maintain a consistent brand identity.

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## Examples of NCI Mobile Backgrounds in Context

**EXAMPLE: START SCREEN** 







- 01. Custom Background
  - Customized per application
- 02. Example of iPhone SDK background
- 03. iPhone/iPad Background
  - Darker Color
- 04. iPhone/iPad Alternate Background
  - Lighter Color

#### BACKGROUND USAGE

Custom backgrounds are recommended for use in areas that need to reflect the NCI brand distinction. Custom backgrounds should have a consistent look & feel with other existing backgrounds used in NCI Social Media channels such as Twitter, YouTube and Facebook.

If a mobile app is developed for a NCI group that has an existing sub-brand custom background, then that should can be used if appropriate. If no sub brand exists then the standard background should be used. Logo as a minimum is recommended.

Areas in the mobile application that serve funtional purposes such as entering data in fiel ds etc. should use common backgrounds supplied by the Apple SDK platform, or appropriate device platform resident backgrounds.

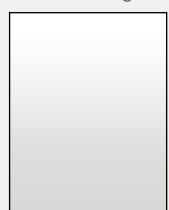


Suggested Background





Alternate Background

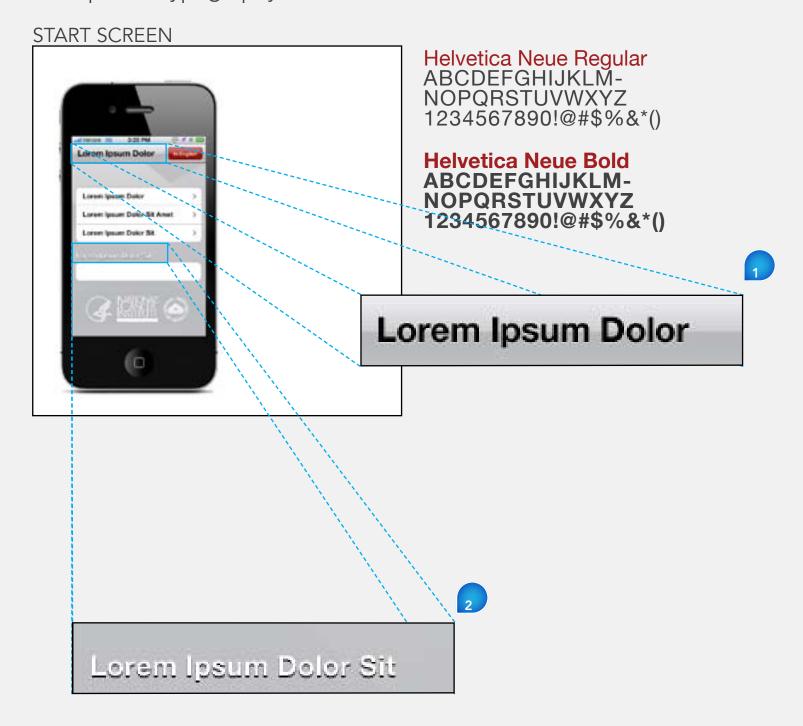


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## **Mobile**

01.4 Branding: Typography

### Examples of typography in context



#### 01. Navigation Bar

- Helvetica Neue Bold
- White #FFFFF
- 100% Transparency

.

#### 02. Header

- Helvetica Neue Bold
- White #FFFFF
- 100% Transparency

#### **GUIDELINES**

Designing for mobile devices introduces new challenges: screen size, device performance and most critically, the unique contexts of mobile use, glancing, scanning and reading.

# **Best Practice Guidelines for Selecting a Typeface**

- x-height between 65 and 80% of the cap height
- Strong counters (or "counter-forms") –
   often, using squared-off shapes for small
   counters is a good idea
- Un-stressed forms straight, even-width lines
- No excessive descenders avoid exceeding 15 - 20% of the cap-height, to avoid excessive leading
- No ascenders above the cap height critical for non-English languages
- Be space-efficient generally this means narrow, to allow sufficient height for all users to read the characters
- Not look compressed
- Be well kerned letters should not run together, or have spaces that look like word breaks
- Have the same, or similar, width for all weights and styles (no penalty for using oblique/italics, or bold face for emphasis)
- Subtle serifs can be beneficial to some sorts of forms; consider them for a face, or for some characters of a face
- Include a true italic a sloped roman assures that hardly any elements are vertical; a true italic can preserve legibility, following the rules above, while also being different enough to read as "other than body"
- Be part of a complete family. Serif and Sans can both be used (titles and body text have different needs), as well as many weights of each, if space is available on the device





